

**California Carpet Stewardship Workshop
Agenda**

April 16, 2014, 10 am to 3 pm

Byron Sher Auditorium
Cal/EPA Headquarters Building
1001 I Street, Sacramento, CA 95814

[Public Notice for April 16 Workshop \(for details\)](#)

Purpose: Gain a better understanding of key challenges and opportunities to advance carpet recycling and address issues raised in the January 21, 2014 public meeting.

Format: Presentation and panel discussions with audience participation. See the public notice for the latest agenda and information.

10:00 – 10:15 am	Welcome and Introduction
	Moderator: Brenda Smyth, CalRecycle.
10:15 – 10:45 am	Introduction to California Carpet Stewardship Plan and Implementation Update Presenter: Brennen Jensen, Carpet America Recovery Effort (CARE), California Program Manager.
	Presentation will explain key elements of the CARE Plan and current implementation status (Clarifying questions may be asked at this point)
10:45 am - noon	Panel Discussion 1. Stakeholder concerns: Collection, Sorting, and Processing Panelists: Ron Greitzer, LA Fiber; Doug Kobold, County of Sacramento; Tim Dewey-Mattia, Napa Recycling; Wes Nelson, GreenWaste; Brennen Jensen, CARE. (Discussion on the topics below facilitated by CalRecycle)
	1. Collection
	a. Current collection strategies and opportunities
	b. Collection costs and how to reduce costs
	c. Incentive for collection – pros and cons
	2. Sorting
	a. Maintaining clean and dry carpet
	b. Separation by fiber type, equipment needs, labeling
	3. Processing
	a. Current incentive levels and duration
	b. Adequacy of incentives
	c. Processing trends; How to expand processing within CA
Noon to 1	Lunch (no-host lunch, off-site)

1:00 pm – 2 pm	Panel Discussion 2. Market Development: Creating and Selling New Carpet-derived Products Panelists: Mike Tinney, Tinney Associates; Bonni Walter, CalTrans; Chris Thoma, City of Sacramento; Ron Greitzer, Reliance Carpet Cushion; Eric Nelson, Interface. (Discussion on the topics below facilitated by CalRecycle)
	a. Encouraging more demand for recycled carpet materials
	b. Expanding opportunities for secondary product manufacturers (in-state and domestically)
	c. Current choices within marketplace; Increasing product availability and demand in a new market
	d. Providing detailed information for procurement officials and buyers
2:00- 2:45 pm	Panel Discussion 3: Opportunities for Education and Outreach Panelists: Brennen Jensen, CARE; Heidi Sanborn, California Product Stewardship Council; Shana Levy McCracken, Gigantic Idea Studio, Inc.; Russ Delozier J&J Industries (Discussion on the topics below facilitated by CalRecycle)
	a. Current trends in (EPR/behavioral change) marketing, outreach and education
	b. Education and outreach in current program design
	c. Strategies for best use of educational resources moving forward
2:45-3:00 pm	4. Wrap-up - Moderator